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There is a separate style guide for Disney XD On-Air creative and development. For questions regarding On Air creative, please contact:

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Executive Creative Director
Disney XD Consumer Marketing USA
818.973.4601
Jill.Hotchkiss@disney.com

For questions regarding off-air creative and print materials please contact:

Robin Campbell
Executive Director Off-Air Creative



2
2



DISNEY XD BRAND

DISNEY XD BRAND

The winning goal, the victory lap, the high five—a kid's life is all about accomplishment and finding out what they can do, and Disney XD is a window into that world. It's an entertainment brand where kids have fun challenging themselves and discovering their strengths. With characters, action and stories that inspire kids to always give it their best, Disney XD is on-air, online and everywhere.

Creative Strategy

"Window."



The Disney XD window is a concept that embraces real world moments of kids' lives, exploring their world of imagination. Our Disney XD logo provides a window from a kid's world to our shared, branded Disney XD world of achievement and accomplishment. This concept allows us to seamlessly move between the real world of kids and our branded Disney XD world and back. This idea is flexible, global, embraces the world of kids, and tells a story.

VISUAL LANGUAGE

The Disney XD world is always based in reality although a shift in point of view may occur to add an element of surprise or wonder and keeps things fresh. For example, what we may think is the ground plane is actually the ceiling, or the wall is actually the floor. Disney XD environments appear lived-in, photo-real, textured, and relate to a boy's life in some way. They are not sterile, pristine or perfect. Disney XD is "the unexpected"; think hyper-real instead of surreal. Disney XD is not illustrative, chaotic, blown-out, warped or delicate.

Goal Oriented

Disney XD is:

Real, Down to Earth

Right Here, Right Now

Strong

Fun

Active

Personal Journeys

The Next Level

Everywhere - TV, Online, VOD, Mobile, iTunes, Onboard

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Disney XD is NOT:

Virtual

Retro or Futuristic

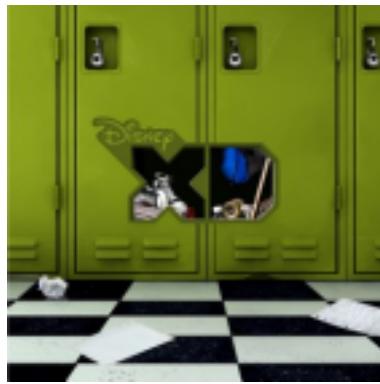
Static

Fantasy

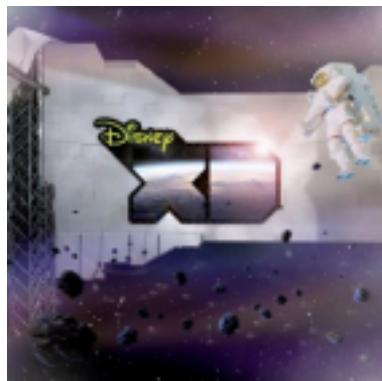
5

VISUAL LANGUAGE

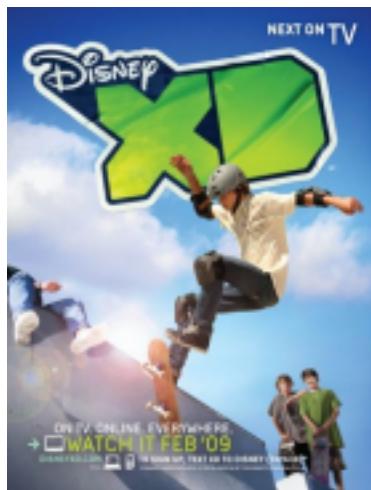
Disney XD is:



Inspired by a boy's world.



Adventurous



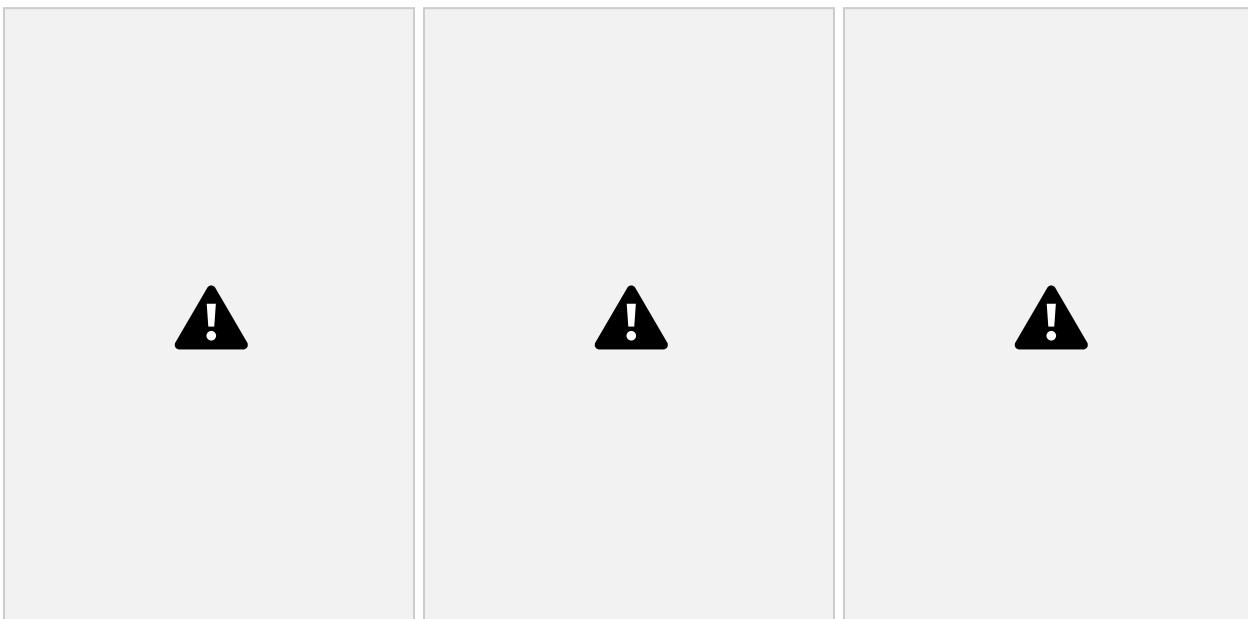


Goal Oriented Tactile

PLEASE NOTE: These pieces were produced before the US mark changed to 'TM' in all cases.

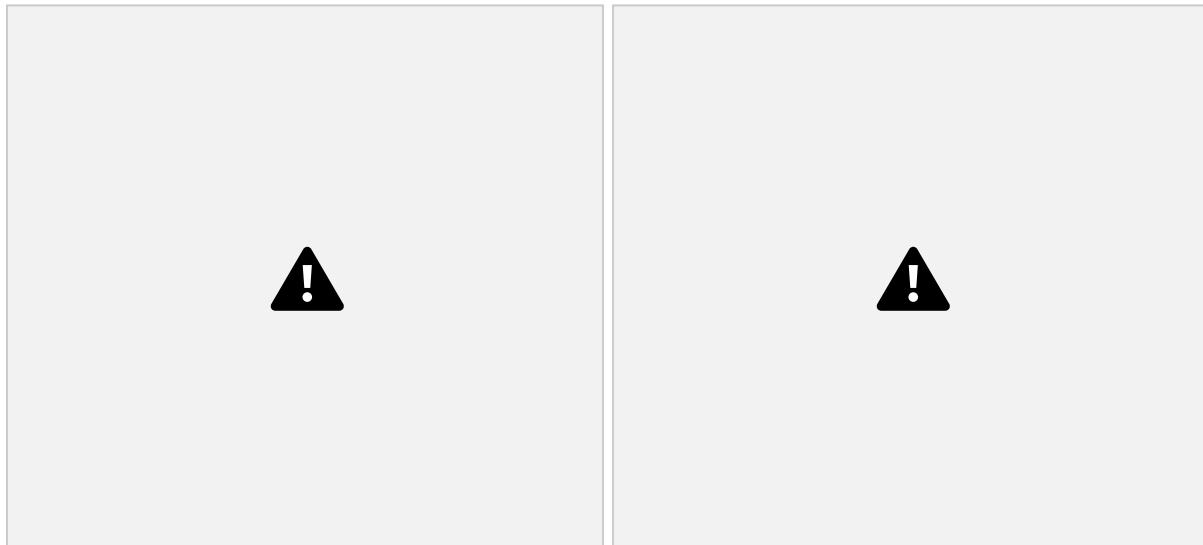
VISUAL LANGUAGE

Disney XD is not:



Don't use orange/red in
the palette

Flat and vector based
Pixie dust



Ornate and frilly ©Disney. February 2011

Faded, desaturated color
OR
sweet & sappy



DISNEY XD LOGO



LOGO

The Disney XD logo is the bonding agent that remains a consistent presence across the multi-platform media environment to which the brand fully extends. The bold, solid shape is designed to cut through the clutter and draw you into the Disney XD world. The logo serves as a window to showcase content, a door into the Disney XD world of achievement, a catalyst for tune-in and other information delivery, and is a fun shape that kids can customize online, thereby encouraging audience participation.

TM TM

The official logo colour is Green and Blue. However if you are working with a complex background and need the Disney to pop more, use the white out version. At sizes smaller than 1/2 of an inch high or 1.5 cm, the legibility of the 'Disney' breaks down. If the logo usage is too small and the word 'Disney' is not legible, it is preferable to use Disney XD in type, set in the Disney XD custom font XDRA Heavy. For more on fonts, see page 25.

TM TM TM TM

TM

White-Out Version Grayscale Version 1-Color in PMS 533 1-Color in PMS 382 The

Disney XD logo is made up of three parts:

Backplate XD Fill



LOGO

Mark Usage in the United States

In the US, a 'TM' (the symbol for unregistered trademarks) is used in every case unless IP counsel instructs that an 'R' (the symbol for registered trademarks) is appropriate. Since the registration status of particular goods changes from time to time, please check with IP counsel for specific instructions for particular types of use.

Mark Usage in Europe

In Europe, 'TM' is used in all cases.

Mark Usage Outside the United States or Europe

If you are outside of the US or Europe, please consult your legal counsel regarding proper service mark/trademark usage.

For the United States and Europe

Mark Placement

The mark is placed within the negative space of the lower right-hand corner of the logo's 'D.' If placement of talent or other vital imagery prevents the mark from being visible in that location, it may also be placed at the top of the 'D' as seen below.

TM

Alternate Mark Placement



LOGO

The mark, i.e. the 'TM' should align as follows:

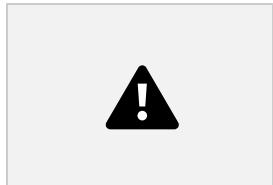
T

M

The point size may need to be adjusted so that it is visible in print. It should never go outside the alignment of the Disney XD logo.

TM

The font of the TM should always be XDRA Medium.



LOGO

Throughout the Disney XD print world are different occurrences of the Disney XD logo. Each occurrence has its own set of rules and guides.

Hero Logo

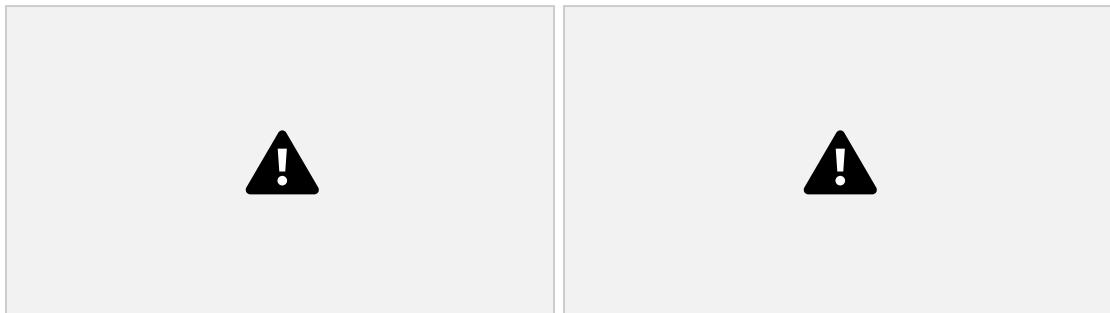
When used as a flat, graphic logo, the Disney XD logo should only use the primary green and blue from the provided Disney XD color palette (pg. 18).

TM

Background/Environment Logo Windows

The print backgrounds all use the same logo lockup and design concept. The Disney XD logo should feel fully integrated into the scene, and the Disney XD window

needs to have depth and thickness to appear realistic. For further information on integrating the logo into environments, please see the Backgrounds section (pg. 34).





LOGO

Do not have its shape altered.



TM

TM

Do not stretch. Do not skew.

TM TM

Do not distort. Do not delete any elements.

TM

Do not delete the back plate.



LOGO

Violations

The Disney XD logo should not have any filters or effects applied to it. When in doubt about a logo treatment, please contact Robin Campbell.



One exception would be in the XD key art, in which it looks like a sticker to follow the graphic theme of photorealism. See advertising example below.

Please note the 'sticker' treatment of the logo and the white outline around it. The white outline here is meant to underscore the 'logo as sticker' concept. The sticker idea fits with the Disney XD brand, as stickers are popular with kids,

skateboarders and snowboarders and are used by them to personalize their environment, to make it their own.

Please contact Robin Campbell if you have further questions.

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PLEASE NOTE: This piece was produced before the US mark changed to 'TM' in all cases.

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DISNEY COPYRIGHT

©Disney

small addition to the bottom of every print piece.
the bottom right or bottom left, which ever is
sible align it with the bottom line of copy.



©Disney

XDRA Light



DISNEY XD COLORS



COLORS

The Disney XD color palette should be followed as a guide to what colors are part of the Disney XD brand spectrum. The primary Disney XD colors are lime green and navy blue, with a set of secondary colors to compliment them. Essentially the Disney XD palette is yellow, green, blue and purple. NOTE: Colors not included in the Disney XD spectrum are orange and red, and should NOT be used.

Primary Disney XD Colors

Secondary Disney XD Colors

PANTONE: 109 C
RGB: R: 240 G: 204 B: 1
CMYK: C: 7% M: 16% Y: 100% K: 0%

PANTONE: 3955 C
RGB: R: 244 G: 236 B: 9
CMYK: C: 8% M: 0% Y: 98% K: 0%

PANTONE: 387 C
RGB: R: 214 G: 224 B: 61
CMYK: C: 20% M: 0% Y: 91% K: 0%

PANTONE: 376 C
Hexadecimal: #C1D82F
RGB: R: 159 G: 207 B: 103
RGB: R: 193 G: 216 B: 46
CMYK: C: 41% M: 0% Y: 78% K: 0%

CMYK: C: 29% M: 0% Y: 100% K: 0%

PANTONE: 345 C
RGB: R: 159 G: 213 B: 181
CMYK: C: 38% M: 0% Y: 36% K: 0%

Hexadecimal: #FFFFFF
RGB: R: 255 G: 255 B: 255
CMYK: C: 0% M: 0% Y: 0% K: 0%

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PANTONE: 3105 C
RGB: R: 137 G: 212 B: 223
CMYK: C: 43% M: 0% Y: 13% K: 0%

PANTONE: 305 C
RGB: R: 8 G: 175 B: 216

CMYK: C: 73% M: 10% Y: 8% K: 0%

PANTONE: 295 C

RGB: R: 29 G: 33 B: 114

CMYK: C: 100% M: 99% Y: 24% K: 14%

PANTONE: 2627 C

Hexadecimal: #00264C

RGB: R: 73 G: 23 B: 109

RGB: R: 0 G: 38 B: 76

CMYK: C: 85% M: 100% Y: 23% K: 15%

CMYK: C: 100% M: 83% Y: 46% K: 13%

PANTONE: 2617 C

RGB: R: 97 G: 17 B: 106

CMYK: C: 72% M: 100% Y: 25% K: 15%

Hexadecimal: #000000

RGB: R: 0 G: 0 B: 0

CMYK: C: 0% M: 0% Y: 0% K: 100%

18



TRANSMEDIA LOGOS



LOGO

The Disney XD brand extends to all digital platforms beyond standard broadcast. For these occurrences, specialized logos exist for specific uses in other forms of media, such as HD broadcast, mobile application, iTunes, on demand applications and various emerging platforms.



should be one stroke weight.

LOGO



The gap between the lines

must have the arrow. must have the arrow.

The arrow never changes scale or position.

The "arrow" refers to the triangle shape

iTunes a

Type must be set in XDRA Medium with a kerning of -50

Overall Rules:

Creating a transmedia logo:

Overall Rules:

All transmedia logos must be in the primary Disney XD colors (blue and green). They also

All transmedia logos must be in the In most cases the following rules apply: a primary Disney XD colors (blue and Words are justified between guides a and green). They also

b b

e

within the D of the Disney XD logo. ON b and are centered on line c.

The arrow never changes scale or

BOARD

position.

In Case of 2 Lines:

a

iTunes

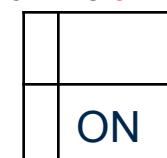
b

e

Justify the longer line between a and b. Type must be set in XDRA Medium with a the other line will have the same type size kerning of -50

and will be flush left. Center the two lines of type on line c. In most cases the following rules apply: Words are justified between guides a and

The gap between the lines should be one b and are centered on line c.



arrow

BOARD

e

stroke weight.

of type on line c.

In Case of 2 Lines:
Try to avoid 3 lines of
type.

Justify the longer line
between a and b, the
other line will have the
same type size and will
be flush left. Center the
two lines

ON

b

e

a

BOARD

The gap between the lines should be
one
stroke weight.

stroke

stroke of a single letter.

ON

Try to

avoid 3 lines of type.

Stroke is defined by the width of a “Stroke” is defined by the width of a
stroke of a single letter.

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BOARD

21



LOG O

Cap height should not exceed arrow by more than half a stroke.

NEW HD

Creating a transmedia logo (continued):

For short words and abbreviations the following rules apply:

e e

Center word on line **c**.

max cap height

This distance is the same as the width the stroke of the letter "H". The height of a short word or abbreviation should not exceed the arrow by more than half the stroke height.

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Stroke width of a single letter.

HD



CUSTOM DISNEY XD

LOGOS



CUSTOM DISNEY XD LOGOS

Part of the brand's inclusive vision is to encourage kids to participate creatively in the customization of the Disney XD logo. Kids will have the opportunity to customize logos for online use and possible enrollment in competitions where Disney XD fans can vote for the best logos that will make it to air as a custom bug, a flex id, and can also appear on billboards, posters, stickers, badges, t-shirts, and all sorts of merchandise. All of these applications of the logo are combined with name credits of the creator so that everyone has a chance of recognition by their peers.

Although these custom logos should never replace the official logo with the official colors (see page 9), they can serve to show the diversity and adaptability of the Disney XD brand, the way it is "On TV. Online. Everywhere." We have created a library of custom logos with various themes relevant to our market. And in this same spirit, please feel free to create your own custom logos for your regions. Here are a few examples, and many more are available for your use on Mediabin.



TM



TM



TM



TM



TM TM



CUSTOM DISNEY XD LOGOS

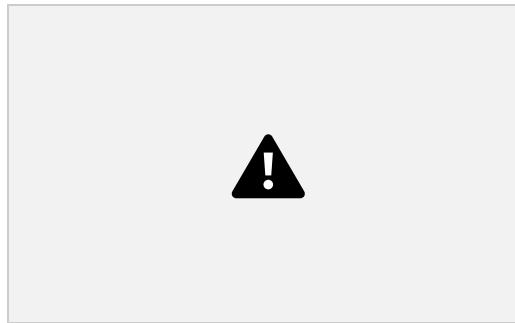
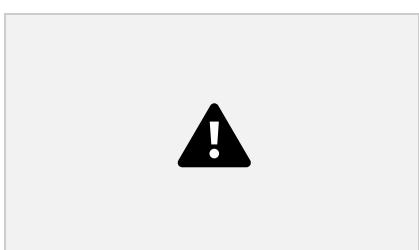
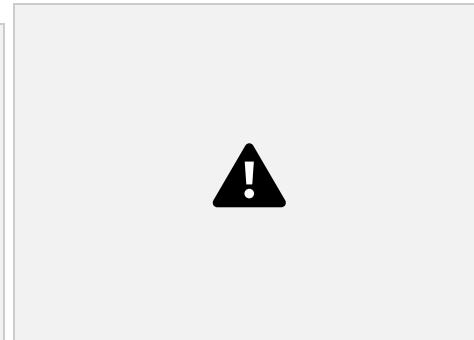
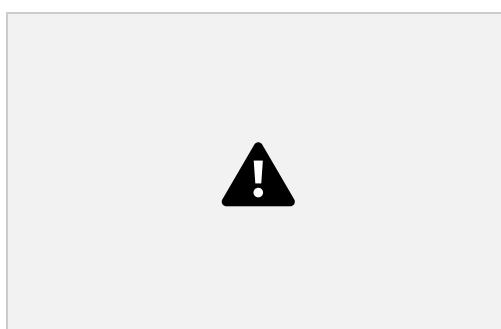
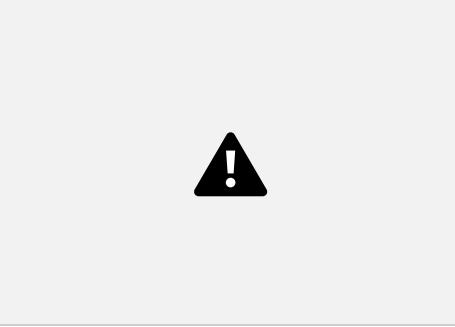


TM



TM





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XDRA: DISNEY XD CUSTOM TYPEFACE



TYPOGRAPHY

XDRA (pronounced “Extra”) is a 100% custom font designed specifically for Disney XD and takes design cues from the 45 degree angles and rounded edges found in the Disney XD logo. XDRA is a complete character alphabet which includes all Western European, Greek, and Cyrillic characters and symbols in five weights. Asian characters do not exist and fonts should be chosen at a local level to compliment the XDRA typeface

Font Weights

XDRA HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

XDRA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

XDRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

XDRA MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

XDRA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



TYPOGRAPHY

Other Languages

The XDRA typeface in the Latin alphabet includes all special characters for Western and Eastern Europe. These fonts are keyed to the alphabet you have selected in the keyboard settings on your computer. For example, if you have selected the Cyrillic alphabet in your keyboard settings, then the Cyrillic version of XDRA will show up on your screen when you activate the font.

Here are examples for non-Latin fonts in XDRA medium. All of the weights shown on the previous page are also available.

Hebrew

GREEK

GREEK

Greek

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ

αβγδεζηθικλμνξοπρστυφχψω

αβγδεζηθικλμνξοπρστυφχψω

Cyrillic

CYRILLIC

CYRILLIC

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШ

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШ

абвгдеёжзийклмннопрстуфхцчш

абвгдеёжзийклмннопрстуфхцчш



TYPOGRAPHY

Violations

Do not alter the typeface in any way. It should not be stretched, skewed, distorted or underlined.

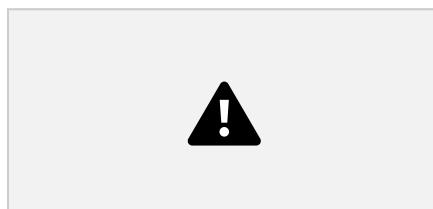


* See page 30 for specific outlining instructions.

Do not make italic - use the according XDRA Italic font weight.

Do not make bold - use the next XDRA font weight up.

Never ever use these buttons on any word processing programs. Choose the correct font weight.



Licensing

No additional licensing is necessary for using the Disney XDRA typeface. To obtain the XDRA typeface please contact:

Robin Campbell

Executive Director, Off-Air Creative

Disney ABC Cable Networks Group

818.973.3401

robin.campbell@disney.com



TYPOGRAPHY

Pairing Fonts

The XDRA Typeface contains three different weights: Light, Medium, and Heavy. When designing, typefaces should be paired Light and Medium or Medium and Heavy. Light and Heavy should never be paired together.



This Lockup uses XDRA Heavy and XDRA Medium.



This lockup uses XDRA Heavy and XDRA Light.



TYPOGRAPHY

XD

Outlining

Placing an outline on the XDRA typeface should be avoided. However, if

there is a

XD

situation where the type needs to be outlined please follow the method described below:

D XD

When an outline is simply applied to the XDRA typeface the outline appears on top of the letters crowding out the original letterforms.

XD

Layer 1

XD

XD

Outlines need to be applied in two layers. The first layer, the top layer is the original letters



with no effects applied. The second layer, the bottom layer, is the same letters with the outline applied to it.

The outline layer needs to have the outline stroke size doubled.

Layer 2

Complete File with Both Layers

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When the layers are combined the outline will be below the original typeface. With this method an outline is applied to a word without compromising the integrity of the original letterforms.



DISNEY XD ICONS



ICONS

The XDRA Icons file (XDRA_icons.eps) is an Adobe Illustrator file that contains six custom icons to be used with show programming information to indicate information such as the time of day, and the kinds of devices upon which content is available.

XDRA Icons and their Usage

The Affirmative Check Box - Usage

This check box means an affirmation of accomplishment, and can be used on collateral that would appear after Disney XD launches on-air.



ICONS

Text Box

Icons have special requirements for their usage in print and on air. Position the icon so that its bottom rests on the baseline of the type. Size the icon so its top hits the cap height line of the type it is beside.

MONDAYS 8/7e
Cap Height

Month Abbreviations Baseline

These are the standard abbreviations for the months. A period (.) should never be placed at the end of the abbreviations.

JAN	MAR	PM	AUG
FEB	APR	MAY	SEPT
	JUNE	OCT	NOV
	AM and	JULY	DEC

This icon is used from 6am-6pm ©Disney. February 2011

This Icon is used 6pm-6am



BACKGROUNDS



BACKGROUNDS



A large variety of Disney XD full-color photorealistic backgrounds were created to echo the many themes of a kid's life. They can be used in print and other off-air pieces to underscore the ways in which the Disney XD brand lives everywhere a kid lives—in sports like skateboarding, BMX biking, basketball and soccer, in the interactive world of online gaming, in the daily challenges of school, and in all the ways kids reach for the next accomplishment, the next hi-five moment. The backgrounds we have created correspond to the on-air spots created as part of the On-Air Style Guide suite of assets. You will want to create similar backgrounds with themes that fit your local markets, and we encourage you to do so, and then share them with the rest of the global marketing team. There is more on how to make your own backgrounds in the following pages.

Disney XD backgrounds appear on-air, at the start and end of every menu and promo, and in print form. Disney XD backgrounds have different points of view and different scales. The ground may actually be a ceiling, or wall. The implied size of the Disney XD logo can also be altered by adjusting the scale of the foreground elements. Though the interpretation can differ, each background is an environment that adheres to the same logo lockup and ground plane/wall plane relation. The Disney XD logo should be an integrated part of the environment; carved into the ground, cut out of the ceiling, or painted on to the wall. The logo should have depth and thickness. The Disney script should share the same texture or material as the surface it sits on, yet remain legible.



BACKGROU NDS



Specs

All backgrounds are built from the same square template that allows crops for both on-air use (16:9 HD) and print (bus shelter aspect ratio). Disney XD Backgrounds are built at 27" by 27" - 300 dpi in Adobe Photoshop.

Using this template, the square can be cropped horizontally for on-air use (HD aspect ratio) or cropped vertically for print use (bus shelter aspect ratio). In both cases, the logo lockup and ground plane will be at the correct positioning.

See pages 37-42 for available examples. Additional logo/backgrounds combos can be created using these guidelines, appropriate color palate and subject matter.

Due to the asymmetrical shape of the Disney XD logo, it cannot be centered horizontally using the center point of the backplate. It should instead sit slightly off-center to the left, so the Disney XD fill appears at the center of the screen. Below is a guide for centering the logo for print.



BACKGROUNDS

For some print applications, such as a bus shelter, there may be a need to alter the vertical position of the Disney XD logo. This should be avoided, but if moving the logo is absolutely necessary, adhere to the guide below for the vertical *range* of where the logo can be moved.

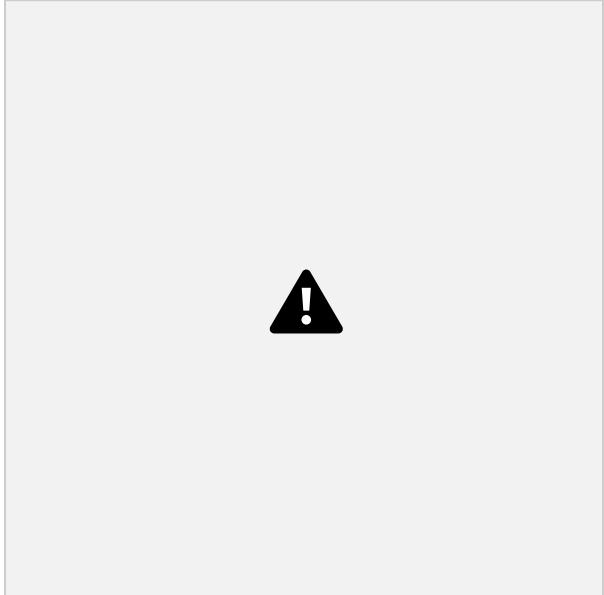


PLEASE NOTE: These pieces were produced before the LIS mark

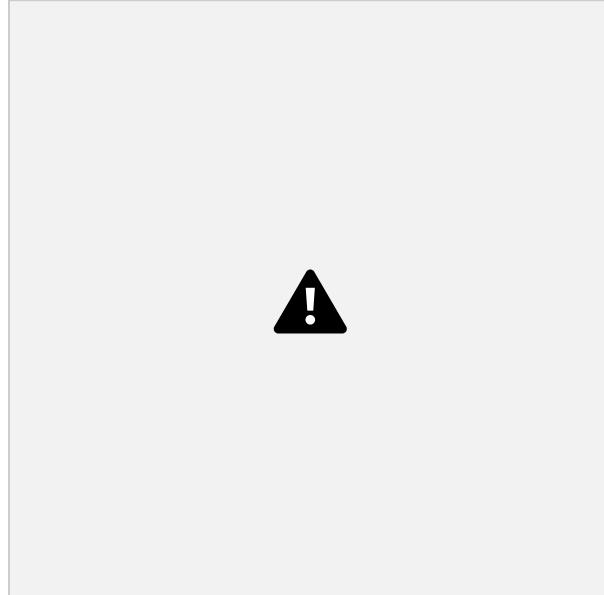


BACKGROUNDS

School & Learning



chalkboard_bg.psd lockers_bg.psd



science_bg.psd

In these custom photorealistic backgrounds, the colors do go beyond the accepted color palate. Here context is everything—color takes a back seat to theme. For example, the brown of earth or wood is used in the logo because the theme is martial arts or BMX biking or science. These backgrounds correspond to on-air spots created for Disney XD. These are just a starting point, and we encourage you to develop new custom backgrounds and share them with the other Disney XD marketing teams around the world! Routing for approval should include the central Disney XD marketing contact in your region, or Robin Campbell in the US corporate office.



BACKGROUNDS

Sports



dojo_bg.psd baseball_bg.psd

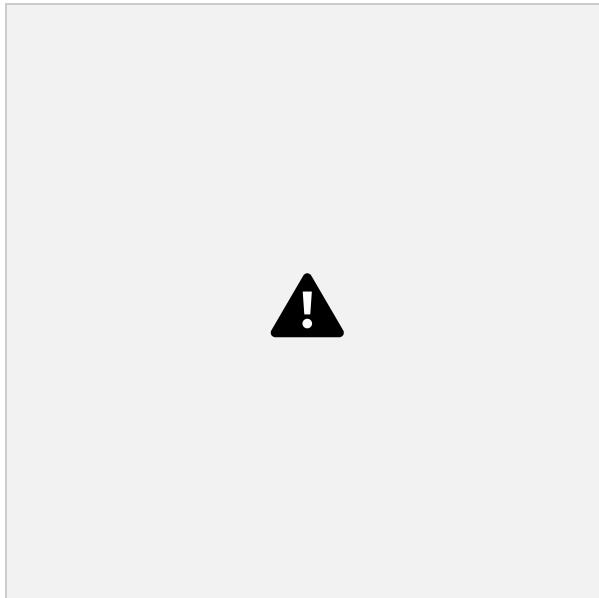


soccer_bg.psd BMX_bg.psd

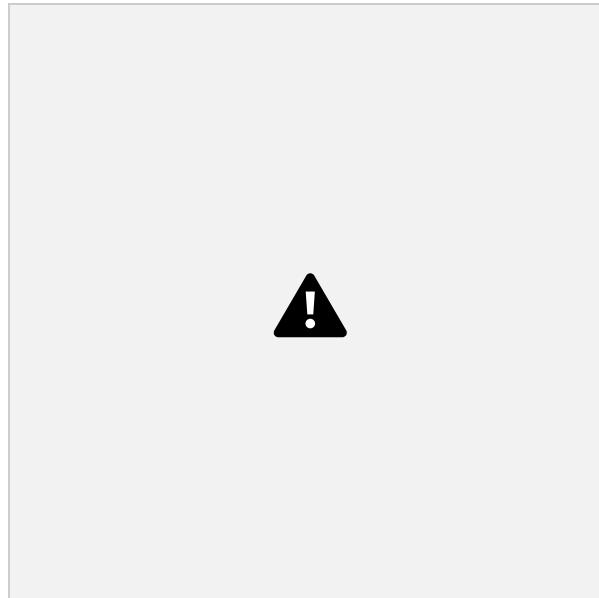


BACKGROUNDS

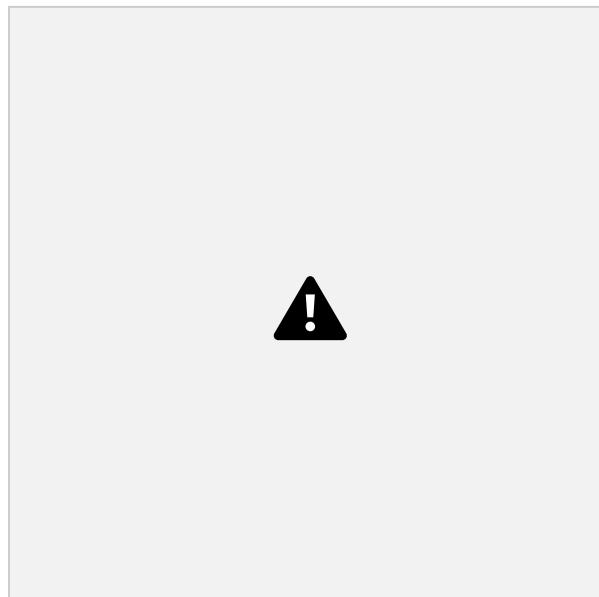
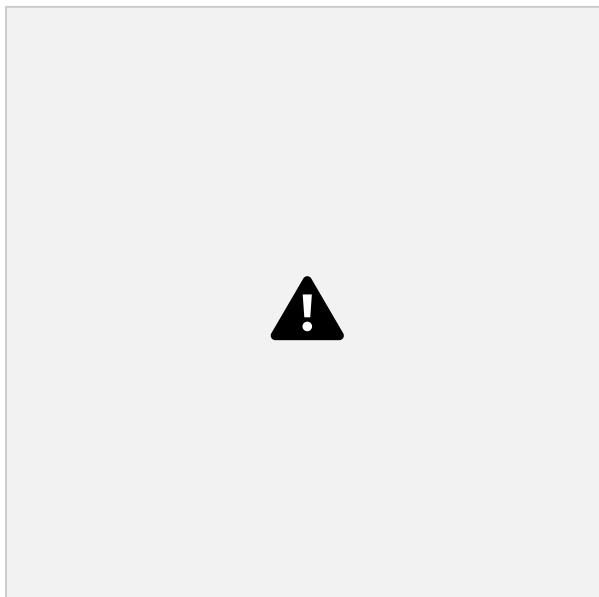
Urban



garage_bg.psd



blue sky_bg.psd



skateboard_bg.psd

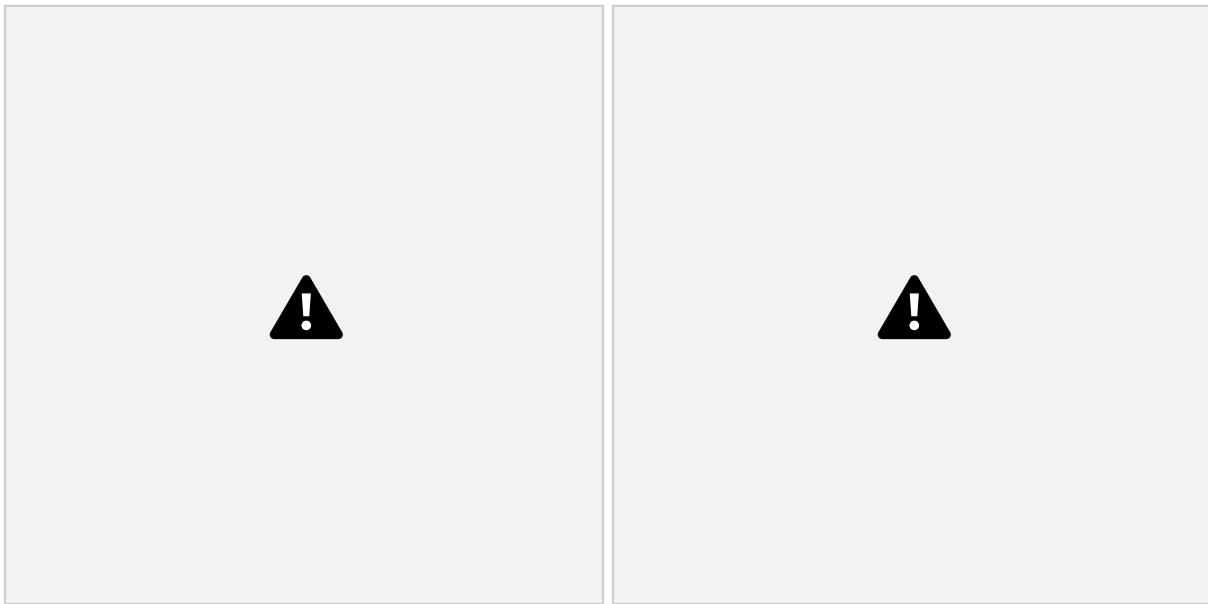


BACKGROUNDS

Home and Leisure



treehouse_bg.psd couch_bg.psd



dock_bg.psd gaming_bg.psd



BACKGROUNDS

Music & Entertainment



world_premiere_bg.psd guitar_bg.psd

Action & Adventure

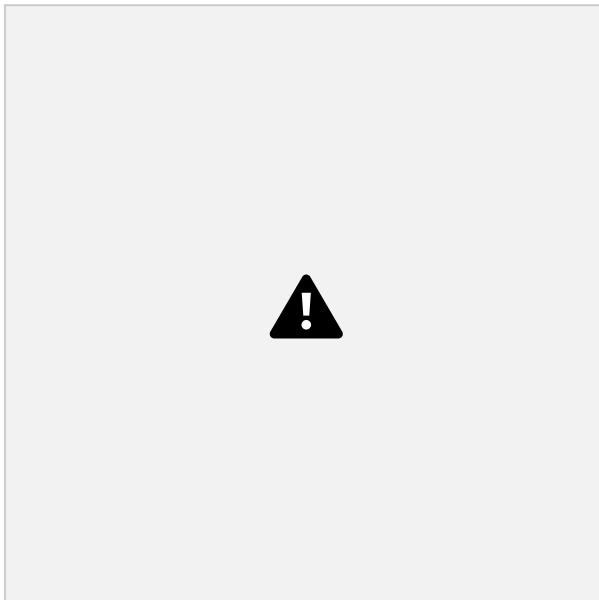


space_sci_fi_bg.psd cavern_bg.psd



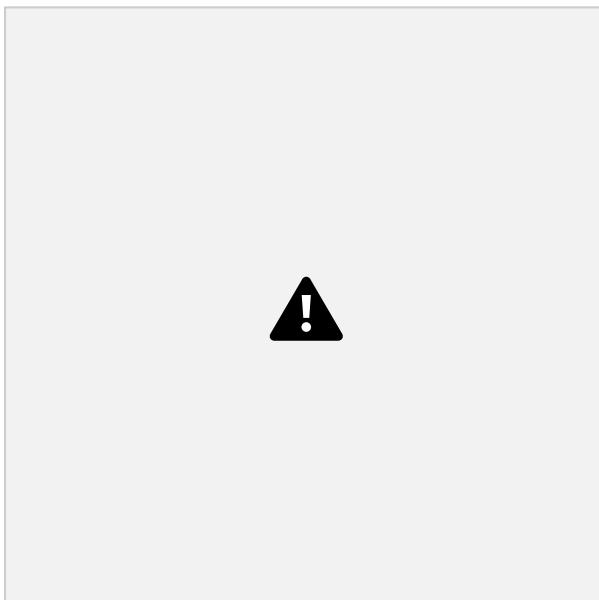
BACKGROUNDS

Urban



breakdance_bg.psd

Hobbies



magic_bg.psd



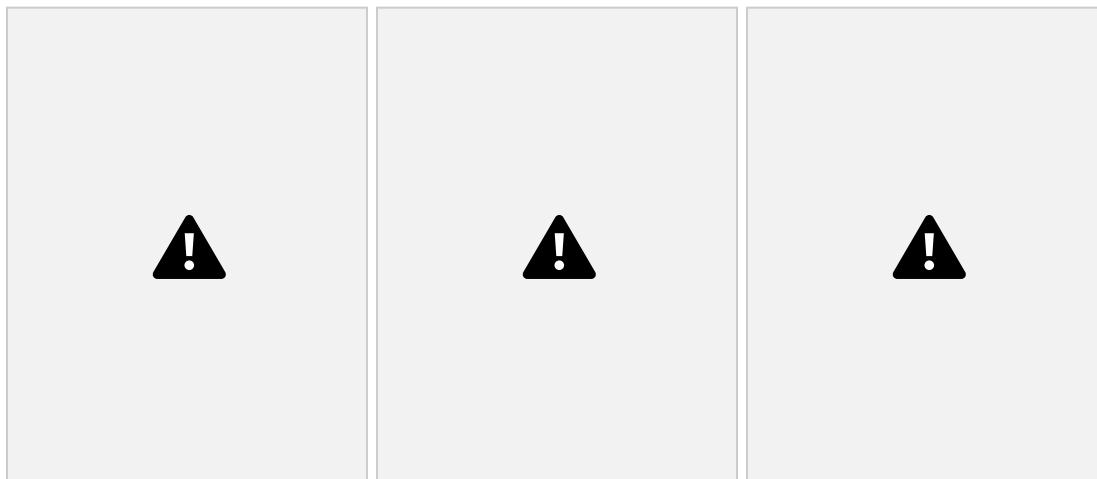
Print Examples

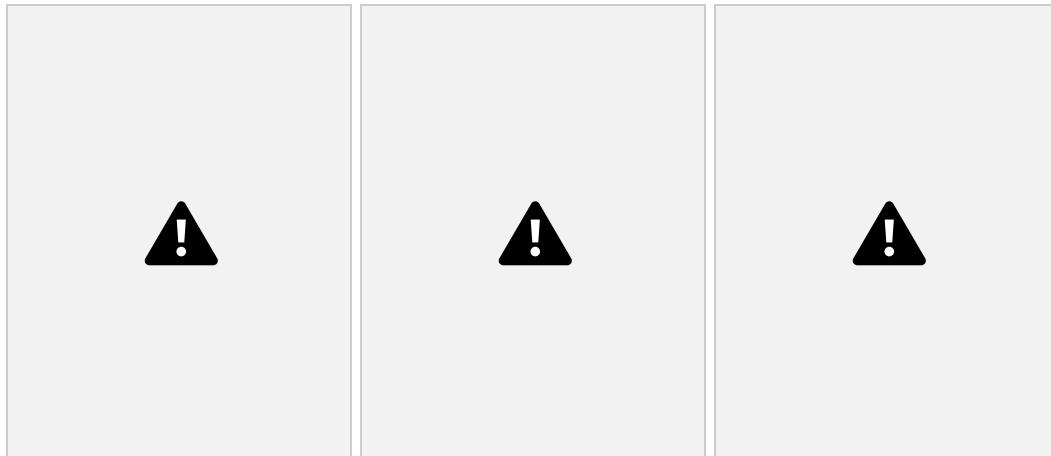


Print Examples

To coincide with the launch of Disney XD, a print campaign has been developed that ties in with the on-air image IDs. Just like its on-air counterpart, the print campaign is photo realistic, based in reality, and shows a moment of accomplishment. The Disney XD logo is always in the same place and angle, and appears as a sticker to add a sense of boyishness and makes that moment ownable. The 'XD' fill is a transparent green area to hint at the window concept. Each ad also features a constant footer lockup. A common footer lock-up is also used to display text and media icons. Colors for the lockup can change within the Disney XD palette as needed for legibility.

As a general overview for future print campaigns, a set of themes should be noted to allow for visual and conceptual unity across all brand elements. Print elements should be photo-realistic and based in reality as shown in the examples below. They should feature a moment of accomplishment. The logo should be big and bold. It should be incorporated into the environment if possible.





PI FASF NOTE: These pieces were produced before the US mark



Print Examples

Here, to further the launch campaign, we created a series-specific ad to complement the XD branding campaign. We maintained the same graphic elements of the launch campaign when highlighting this single show. We applied the same Disney XD sticker graphic and a lockup similar to the one from the launch campaign, which includes tune-in information.



Print Examples

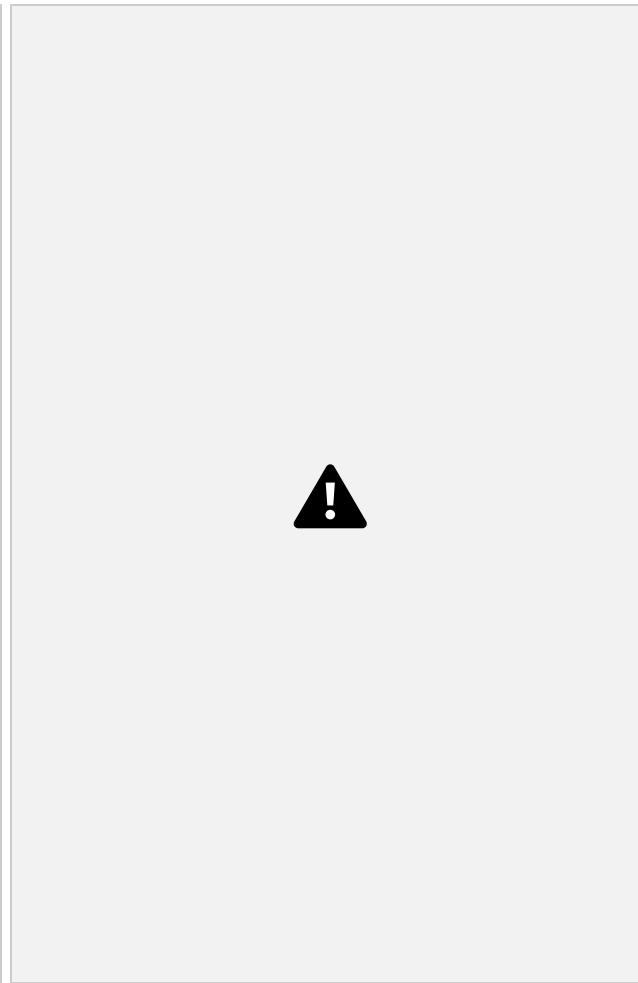
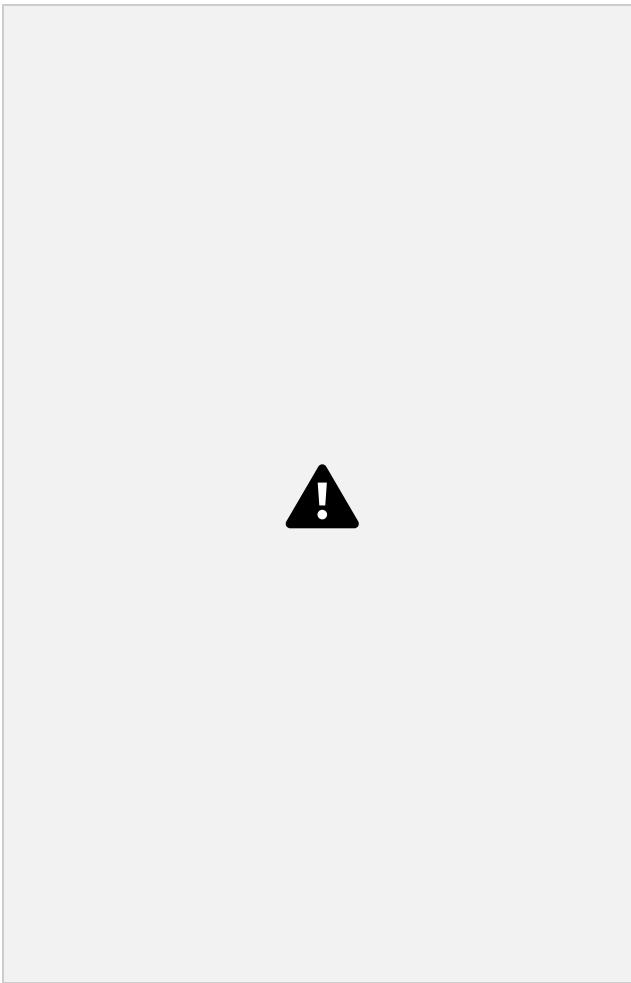


Print Examples





Print Examples

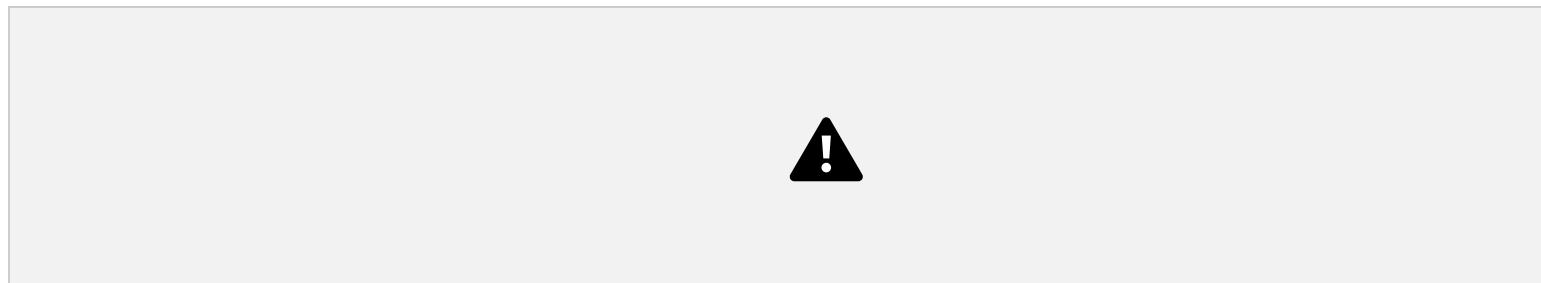
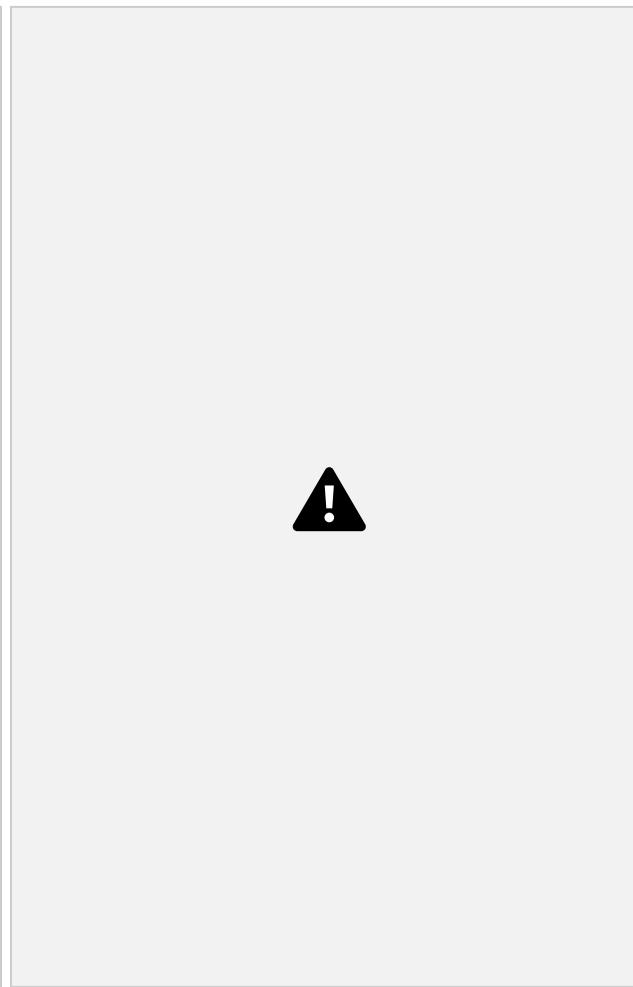
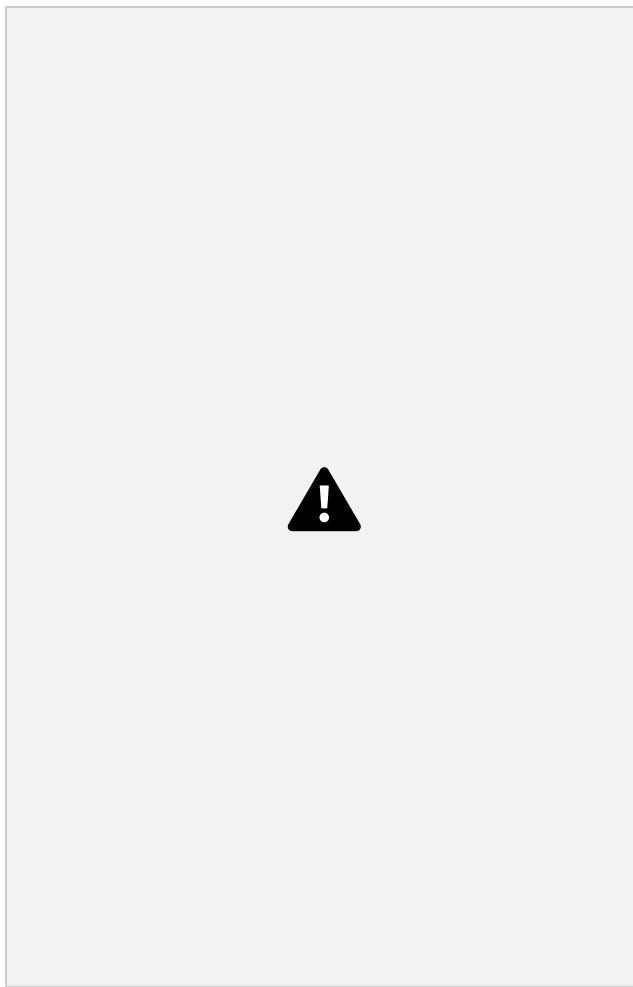


Print Examples





Print Examples



Print Examples





Disney XD Band





Disney XD Band

The Disney XD Band is a graphic element that spans the top or bottom of a show advertisement that details tune in information for that show.

The type shown in green is XDRA Heavy. The type shown in white is XDRA Medium.



The word “new” can be removed from the
A transmedia logo is used to launch a new logo for sustained advertising.
show.



degree angle to be consistent with the design of the Disney XD logo and the XDRA Type face.

The Disney XD Band may reside either at the top or at the bottom of the layout.

The 'notch' in the band is at a 45

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PLEASE NOTE: These pieces were produced before the US mark changed to 'TM' in all cases.



Multiproperty Layout

Multiproperty print ads feature one or more shows on the Disney XD network. Show names and tune-in information is included, and sometimes body copy describing the network. Images from the shows can be placed in "windows" whose shape echoes the Disney XD logo and its related branding. The below pieces, which will be available on Mediabin, are only examples—local design teams may create their own custom ads using the textures and graphics from the Disney XD palettes.





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PLEASE NOTE: These pieces were produced before the US mark changed to 'TM' in all cases.